



HEINL NEWS SERVICE

Radio — Television — FM — Communications

2400 California Street, N. W.

Washington 8, D. C.

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Founded in 1924

RECEIVED

MAR 27 1947

HEINL TRANSMIT

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No. 1768

March 26, 1947

CONGRESS ON AIR; SURPRISE DEBUT VIA COMMITTEE HEARING

Senator Pepper (D), of Florida, Representative John M. Coffee (D), of Washington, and others for years have been trying to secure permission to broadcast the proceedings of Congress. Resolution after resolution has been introduced but they have always been pigeon-holed. However, with no advance publicity and simply by verbal authorization a tremendous step towards putting Congress on the air was taken last Friday morning when, for the first time, microphones were permitted to pick up and immediately broadcast testimony at a Congressional Committee meeting.

It was a session from the Caucus Room of the House Office Building where the House Foreign Affairs Committee was questioning Undersecretary of State Dean Acheson on President Truman's proposed appropriation for aid to Greece and Turkey.

The pickup was reported of good broadcast quality, despite the fact that remarks by House Committee members were picked up by microphone from a public address speaker. Mr. Acheson spoke into a microphone.

The Committee Chairman, Representative Eaton (R), of New Jersey, opened the meeting and Undersecretary of State Dean Acheson then was questioned by Representative John Kee of West Virginia and Representative Karl E. Mundt of South Dakota on the proposed aid to Greece and Turkey. Main content of the broadcast portion was defining the situation which makes aid to Turkey necessary . . . namely the war of nerves being waged against Turkey by the Soviet Union. Mr. Acheson was also questioned on the amount of war reparations Greece is to receive from Italy.

All this and more was heard by listeners who had the good fortune to be tuned in on radio history in the making. Previously recorded portions of Committee hearings had been broadcast but this was the first live pick-up.

Preliminary arrangements for the broadcast were begun over a week ago by the National Broadcasting Company. Certain Committee members were afraid that recordings might be edited in such a way as to give a false impression of the hearings to the public. Assurances from Richard Harkness, NBC commentator, and William R. McAndrews, NBC Director of News Events, however, were to the effect that the hearings would be covered "impartially" and so overcame objections.

Nevertheless, on the first vote the Committee turned down the request but this was reversed at a subsequent session. Once permission was granted to NBC, the bars were let down to all networks. MBS had a direct pick-up to WOL, and WMAL for ABC recorded the entire testimony for editing.

Of the achievement, the Washington Post, in an editorial captioned "Congress on the Air", said:

"For the first time in history, Americans on Friday heard a live radio broadcast of the proceedings of a Congressional Committee when the National Broadcasting Co. carried a microphone into the Caucus Room of the House Office Building where Undersecretary of State Dean Acheson was testifying before the Foreign Affairs Committee. The experiment will be repeated when Mr. Acheson goes before the Senate Foreign Relations Committee today. The occasion certainly warrants the interest of the radio reporters. The wide circulation given to Mr. Acheson's words on a subject of great public significance - the proposed 400-million-dollar appropriation for aid to Greece and Turkey - seems thoroughly desirable.

"Although there have been suggestions that all Congressional proceedings be broadcast, including the debates on the House and Senate floors, radio has thus far directly transmitted from the Capitol only special messages by the President and other distinguished visitors. We have misgivings about keeping Congress steadily on the air. The effect might be to remove the appendix from the Congressional Record and convey all its contents to the microphone, substituting endless and perhaps empty oratory for the less glamorous business of getting practical legislation framed. But there are times when Congress and its Committee proceedings ought to be heard. The selection of these occasions should be left, we think, to the private broadcasting companies. They are as much entitled, in our judgment, to take their microphones into public sessions on the Hill as newspaper reporters are entitled to take their notebooks and pencils. Radio merely broadens the range of proceedings which Americans are free to hear if they are able to go to Capitol Hill in person.

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FORT INDUSTRY SECURES DETROIT TV PERMIT; 500 FT. ANTENNA

There will be something new in Detroit when the Fort Industry Company erects the new 500 foot television antenna (almost as high as the Washington Monument, which is 555 feet) authorized last week by the Federal Communications Commission. The Commission also issued to Fort Industry, of which Commander George B. Storer is President, and J. Harold Ryan, Vice-President, a construction permit for a new commercial television station in Detroit to operate on TV channel #2, 54-60 mc., visual power of 14.26 kw, and aural 7.51 kw.

The Commission recently granted a construction permit for a new television station to be erected in Toledo where the company operates WSPD. Likewise, Fort Industry has an application pending for the purchase of WJBK in Detroit for \$550,000, contingent upon the disposal of WHIZ in Zanesville, Ohio.

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FCC TO PERMIT USE OF TELEPHONE RECORDING DEVICES

The Federal Communications Commission Monday adopted a report looking toward authorization of recording devices in connection with interstate and foreign message toll telephone service but postponed issuance of a final order in this proceeding pending a public engineering conference to be held April 21, 1947, upon which engineering standards to cover the use of these devices can be based.

In its report the Commission found that there is a real and legitimate need for telephone recording devices; that their use does not impair the quality of telephone service; that parties to telephone conversations should have adequate notice that the same is being recorded; and that all such devices should be capable of being physically connected to and disconnected from the telephone line at the will of the user.

"Adequate notice", the report says, "will be given by the use of the automatic tone warning device, which would automatically produce a distinct signal that is repeated at regular intervals during the course of the telephone conversation when the recording device is in use. Both the telephone companies and the recorder manufacturers should also undertake a publicity program designed to inform telephone users generally of the use of telephone recording devices and of the import of the warning signal. Any publicity program should provide for the insertion of full page statements in telephone directories, informing the telephone using public of the nature and use of recording devices and describing in detail the operation and significance of the tone warning signal. In addition, the telephone companies should make available a special telephone number which when dialed or called, would reproduce the warning sound."

The Commission further declared unlawful any tariff regulations now on file with it which bar the use of telephone recording devices, and the telephone companies are to file tariff regulations to cover their use.

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UTAH LAW PROTECTS RADIO STATIONS

Governor Herbert B. Maw signed into law on Wednesday, March 19, a bill to exempt radio stations from liability for libel committed by political campaigners. The bill stipulated that station officials must prove they were not responsible for the libel and were unaware of the intentions of the campaigners.

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SENATE OKEHS DAYLIGHT TIME FOR WASHINGTON; NOW UP TO HOUSE

The Senate on Monday approved the McGrath Bill giving District Commissioners the right to decide on daylight savings time for Washington, D. C., after holding hearings.

The vote was 56 to 17, with the help of Senator Robert A. Taft (R), of Ohio, Chairman of the Majority Policy Committee.

Representative Everett M. Dirksen (R), of Illinois, immediately summoned his House District Committee to meet Friday and report out an identical bill. Only two members have opposed Summer time for the District. The bill may reach the House floor April 7th.

Senator McGrath (D), of Rhode Island, advocating passage of his bill Monday, said that not only was it favored by a preponderance of the citizens of Washington but by all the radio stations and newspapers. Senator Overton (D), of Louisiana, opposing the bill declared it would place the Commissioners in the position of regulating time of Congress.

"Furthermore", declared Senator Overton, "we would be out of line with the majority of cities of the United States. Some of them have daylight-saving time. However, all our radio programs would be out of line. I would not know when to listen to my favorite news commentators. I like to listen to my good friend Gabriel Heatter, who has a sonorous voice."

"Radio schedules are based on New York time, so that the District of Columbia would have the advantage of being on the same time as is the city of New York, thereby permitting the Senator from Louisiana to hear his favorite program at the usual time", Senator Saltonstall (R), of Massachusetts, interjected.

"Why should the Senate follow New York in everything?" Senator Overton retorted. "The Senate is an independent legislative body. Let it make up its own mind what it wants to do. If it wants daylight-saving time, let it consider the subject. Maybe it can save 2 hours instead of 1. It seems that everything has to be done in accordance with what New York wants. I think it is time for this august body to assert its own independence. I do not believe we can improve on nature. So far as I am concerned, if daylight-saving time is established for the District of Columbia, I shall place a sign on my office to the effect that room 315 is not subject to daylight-saving time and, instead of arriving at my office at 10 o'clock, according to daylight-saving time, I shall arrive there at 11 o'clock in the morning."

"I should like to read a letter", said Senator Maybank (D) of South Carolina. "I have been quite concerned about daylight-saving time. I think we should consider the question of whether or not to regulate the radio on God's time rather than on daylight-saving time."

"I am very much impressed by what my friend from North Dakota (Mr. Langer) has said. Several months ago I took it upon myself to make an investigation, and a few weeks ago I wrote to Mr. Charles R. Denny, Chairman of the Federal Communications Commission, to see how the entire United States is being upset by the domination of the radio interests of New York to the disadvantage of the farmers. With the permission of the Senator I should like to read the letter which I received from Mr. Denny:

"My dear Senator Maybank:

'I now have the data with which to answer your letter of March 10, 1947, concerning networks and stations operating in daylight-saving-time areas.

'The 4 Nation-wide networks had a total of 749 affiliated stations in July 1946. Of these, 194, or 25.9 percent were located in cities and communities which observed daylight-saving time in 1946. Each of the national networks had some outlets in daylight-saving-time areas.

'A total of 965 stations were operating in July, 1946. Of these 270, or 26 percent, were located in cities and communities which observed daylight-saving time in 1946, while 695, or 72 percent, were in communities which did not observe daylight-saving time.

'With respect to your question concerning the percentage of the country which observed daylight-saving time, the latest year for which a study has been made is 1941. In that year, a compilation by the National Association of Broadcasters indicates that approximately 35,000,000 people, or 25 percent of the population, resided in cities and communities which observed daylight-saving time. These 35,000,000 people represented approximately 28 percent of the total radio families in the United States.

'You may be interested to learn that a pamphlet which lists the cities and communities observing daylight-saving time is published annually by the Commerce and Industry Association, of 233 Broadway, New York City. They have informed us by phone that they did not know of any population study of daylight-saving-time areas for 1946 similar to the one referred to above for 1941. Further, they knew of no map which has been prepared which set forth the daylight-saving-time areas of the country.

'I sincerely hope that the above information is adequate for your needs. In the event that any further information is desired, please do not hesitate to let me know.

'Very truly yours,

Charles R. Denny, Chairman'

"I asked for a map, so that everyone could see where the 25 percent of the people live who benefit from daylight-saving time, while farmers in the Dakotas and the Carolinas and elsewhere suffer.

"The letter from Mr. Denny shows that 28 percent of the people are the only beneficiaries, while others - especially the farmers, - suffer from a lack of marketing news, including a knowledge of the price of wheat, cotton, or corn.

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NBC TV TOWER IS NEW CAPITAL LANDMARK; DAY AND NIGHT

Whoever selected the site for the NBC television tower in Washington should send in a large bill to the company each month for the extra free advertising NBC gets. Very likely the location of the tower came about through the fact that the studios of the new television station WNBW are to be established in Wardman Park Hotel which occupies one of the high bluffs overlooking a large portion of the very desirable Northwest Washington. The most conspicuous daytime landmark in that part of the city is the Washington Cathedral. The new 350 feet NBC television tower, of course, in no way compares with that but nevertheless is seen by most everyone who is able to see the Cathedral.

At night the beacon lights on the television tower are really as conspicuous in their area as the red lights in the top of the Washington Monument. As one drives north on Massachusetts, Connecticut Avenues, or any of the principal thoroughfares, the television tower beacons bob in and out of sight causing not only the visitor but many Washingtonians who as yet have not accustomed themselves to them to ask, "What are those red lights?" It is the finest kind of free advertising for NBC and television night or day.

Furthermore, the tower, while on the Wardman Park grounds is located almost halfway between Wardman Park and the Shoreham, two of the best known hotels, and where much of the social life of the Capital centers. Result is, though it may be late Spring before the television station construction on which was started last October is completed, most of the town seems already to be talking about the forthcoming event.

The new station WNBW is expected to have an effective range of about 40 miles and if so, its programs may be seen by lookers-in as far away as the neighboring city of Baltimore.

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SENATOR TAYLOR COMPLIMENTS COMMISSIONER DURR

Senator Glen H. Taylor (D), of Idaho, "Radio Cowboy Senator", had inserted in the Congressional Record (March 21) the citation by Variety (see our issue of March 20) of Federal Communications Commissioner Clifford J. Durr. Senator Taylor said:

"Commissioner Durr has frequently been criticized by some spokesmen for the industry which his Commission regulates, but it is encouraging to note that the most influential publication in the entertainment industry appreciates what others overlook; that in serving the interests of the public, he has also served the long range interest of the broadcasters themselves."

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BROADCASTS PLANNED TO GREECE DESPITE REPORTED FUNDS CUT

At this writing there are conflicting reports regarding the future of the State Department's broadcasts overseas including those to Russia. One report is that the House Appropriations Sub-Committee dealing with the \$10,000,000 request for international broadcasting will recommend complete abandonment of the "Voice of America".

On the other hand, William Benton, Assistant Secretary of State, disclosed in Philadelphia Monday that shortwave broadcasts to Turkey and Greece in their native languages are being planned to help implement President Truman's new foreign policy. Mr. Benton specially charged the Soviet radio with misrepresenting the facts to the Greeks and Turks.

According to Mr. Benton, the Soviet Union is now broadcasting to Greece and Turkey. In these broadcasts the United States is pictured as "imperialistic", "reactionary", "militaristic", and possessed of various other uncomplimentary traits. The United States broadcasts will counteract this propaganda, the Assistant Secretary indicated.

"It is a paradox to consider an appropriation of \$400,000,000 for Greece and Turkey and yet not broadcast the fundamental objectives of our foreign policies toward these countries", Mr. Benton remarked.

Reports that House Appropriations Sub-Committee may axe the State Department radio fund follow the sending of a letter, which he had written to Senator Brooks (R), of Illinois, to members of Congress by E. F. McDonald, Jr., President of the Zenith Radio Corporation, opposing the proposition of the Government's "getting its foot" into broadcasting through the State Department's overseas programs and then maybe the United States taking over the entire broadcasting business. (See Heinl News Service, March 12)

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RADIO EXECS CITED FOR CHILD AID TO EUROPE

Merle G. Jones, General Manager of Station WOL, in Washington, and Vice-President of the Cowles Broadcasting Co., and Jack Paige, of the Mutual Broadcasting System, New York, were honored in New York for their aid in dispatching food and clothing to children in stricken European countries.

Mr. Jones and Mr. Page, former WOL Director of Special Events, were among those receiving the Brotherhood of Children Award for 1946 by the Foster Parents' Plan for War Children.

The awards were in connection with a series of programs by the station in April, May and June, 1946, entitled "Starvation, Inc."

Recognition came to the Jones family in quite another way this week when the New York Times carried a picture, very attractive, of Mrs. Jones, a volunteer nurse's aide, distributing flowers in an Alexandria, Va. hospital.

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QUICK SELL-OUT OF TELEVISION SETS IN LOS ANGELES TV WEEK

Television sets went like hot cakes at the beginning of Television Week in Los Angeles. RCA-Victor representatives sold out their entire supply of 1,000 sets in eight hours on T Day.

Harry Lubcke, television director of the Don Lee Broadcasting System, addressing 1,000 Southern California businessmen, city officials and engineers at an Electric Club luncheon held at the Biltmore Hotel, asserted that in no other place in America is it possible for so large an audience to be served by television as in the metropolitan area of Los Angeles.

Television transmitters will be singularly adaptable to the mountain ranges of Southern California, he said. The Empire State Building in New York is dwarfed by Mt. Wilson where soon six television stations will be operating. Lubcke added that already there are television receivers picking up Los Angeles telecasts in San Diego - 116 miles away.

Addressing the same audience, J. B. Elliott, Vice-President of RCA Victor, declared that television will be a billion dollar industry - four times greater than radio - within the next five years. He prophesied by 1950, 90 per cent of the major television programs would originate in Los Angeles or thereabouts.

Among those present at the luncheon were Norman Chandler, President of the Times-Mirror; Lewis Allen Weiss, Vice-President of the Mutual Broadcasting System; Sid Strotz, NBC Vice-President; Atwater Kent, radio pioneer, and others.

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All necessary measures have been taken by the Netherlands Government to inform its maritime and aeronautical radio stations of the United States policy on interim high-frequency distress calls transmitted at 8,280 kilocycles. The American Embassy at The Hague also reports that the radio station at Schiphol Airport, Amsterdam, has arranged to receive possible distress calls on this frequency as long as pilots are using it.

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BOB RICHARDS IS NEW NAB PUBLIC RELATIONS HEAD

The appointment of three new departmental directors was announced last week by the National Association of Broadcasters.

Robert K. Richards, editorial director of Broadcasting Magazine, will assume the duties of Director of Public Relations; Harold Fair, Program Director of WHO, Des Moines, will become the first Director of the newly-created Program Department; and Royal V. Howard, Chief Engineer, KSFO, San Francisco, will supervise NAB's technical activities as Director of Engineering.

With the NAB going through the final stages of preparation to occupy its new, enlarged headquarters building in Washington, the filling of these three important industry positions brings the Association's staff of Directors to full strength for the first time since the beginning of the war.

Mr. Richards, who joins the NAB staff on April 14, brings to his new position of Public Relations Director, a highly diversified background of radio, publishing and advertising agency experience. Prior to becoming Broadcasting's editorial director in 1944, he served for two years as assistant to J. Harold Ryan, wartime Radio Director of the Office of Censorship. From 1939 to 1941, Mr. Richards was Production Director at WSPD, Toledo. For three years, from 1936 to 1939, he was a member of the editorial department of the Cincinnati Post, where he served concurrently as announcer-news-caster on Station WCPO. His first station experience was with WAIU (now WHKC), Columbus, Ohio, where he was continuity director for the station. His advertising agency experience was gained with Campbell-Ewald as a copy writer in that organization's Detroit office.

Mr. Richards was born in Urbana, Ohio, on January 26, 1913 and attended the local schools. He graduated from Ohio State University with a B. Sc. in Journalism. As a student, he served as editor of the University publication, the Ohio State Daily Lantern.

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RADIO STAGING COMEBACK IN JAPAN - BUT SLOWLY

The number of radio listening licenses issued in Japan increased from 26, 194 in April to 105,603 at the end of September, 1946.

Radio-receiver production increased from 8,000 in January 1946 to a peak of 75,000 in June. Subsequent production was as follows: July, 35,000; August, 52,000; and September, 56,000 receivers.

Manufacturers' demand for radio parts declined because of the vacuum-tube bottleneck. Output of parts during September was as follows: Condensers, 1,015,000; resistors, 1,440,000; transformers, 43,000; speakers, 91,000; and miscellaneous parts valued at 7,170,000 yen.

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ASCAP RUNS OUT RED CARPET TO TOP RADIO EXECUTIVES

The American Society of Composers, Authors and Publishers will hold its annual membership meeting in New York tomorrow, March 27th, at the Ritz Carlton.

Deems Taylor, President of the Society, and other officers will report upon ASCAP's activities during the past year. The general meeting will be followed in the evening by a banquet.

Among the guests of the performing right society will be the following: Gen. David Sarnoff, President of the Radio Corporation of America; Justin Miller, President of the National Association of Broadcasters; Edward Noble, Chairman of the Board of the American Broadcasting Company; Edgar Kobak, President of the Mutual Broadcasting System and Judge A. L. Ashby, Attorney for the National Broadcasting Company.

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U.S. RULES TV ISN'T "LIVE ENTERTAINMENT"; THEREFORE NOT TAXABLE

As a direct result of action taken by J. R. Poppele, President of the Television Broadcasters' Association, Inc., the Bureau of Internal Revenue has ruled that "the maintenance of television sets in restaurants, bar rooms and similar public places will not operate to render such places subject to the tax imposed by the Internal Revenue Code", which provides for a 20 per cent tax on amusements in public places.

Mr. Poppele had taken the matter up with Joseph Nunan, Commissioner of Internal Revenue and presented several reasons why television sets should not be classified as "cabaret entertainment". At the Commissioner's request Mr. Poppele submitted his reasons in writing in a letter dated March 20, 1947.

Commissioner Nunan, in his reply to Mr. Poppele, dated March 24, 1947, points out that in view of the TBA President's letter, "the question presented by you for determination is whether the installation and use of television sets in public places brings such places within the purview of Section 1700 E as amended."

As a result of a thorough review of the circumstances under which television sets are operated and the nature of entertainment afforded by them, the Bureau reached the conclusion not to tax television sets, Commissioner Nunan stated.

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"CHOOSE FM ANTENNA CAREFULLY" - ADVICE FROM SERVICE HEAD

Dealers who lack widespread FM experience should not accept just any antenna as a means to curing marginal FM reception, advises Don Kresge, Bendix Radio Service Manager. As pointed out by Mr. Kresge, acceptance of an antenna to permit maximum reception from an FM installation should be based upon its efficiency across the entire FM band.

"It will not reward the dealer to foster antenna installations which permit high efficiency in the center of the band, and yet suffer low signal efficiency at either the 88 or 108 mc ends. As more stations go on the air, overall efficiency across the dial must be demanded. At this period in its growth, FM radio should be given the patient understanding deserved by an infant, in order that it can grow and flourish", he said.

The Bendix Radio FM dipole antenna was recently offered to the trade by Mr. Kresge. Its standing wave ratio, accepted standard for measurement of efficiency, is two to one or less across the entire band. This is not true of all FM dipole antennas which may provide efficiency but over a limited expanse of the band, Mr. Kresge pointed out. He recommends careful study of the FM antenna problem by every radio dealer and service dealer looking toward the long-pull promise of FM.

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WOULD GIVE CBS BIG "E" FOR COLOR TRY; NEWSPAPERS WARNED

The Editor and Publisher writes editorially as follows:

"A ruling in favor of color television on a commercial basis would have brought the newspaper business face to face with a competitive giant within a short time.

"Instead, the Federal Communications Commission found that color television isn't ready yet, and that gives the newspapers about five more years, at the most, to learn how to put some color into their printed pages, and how to otherwise improve their medium for advertisers.

"Anyone who has seen color television knows the terrific wallop it can land . . . not only for sale of a product but of an idea. Color television, as the engineers have demonstrated, is definitely 'here' but the FCC, perhaps glancing a little toward the practical business side, says more experimentation is required before it can be turned loose on the set-buying public.

"As the dust settles in the monochrome-versus-polychrome video war, Columbia Broadcasting System deserves to get at least a big "E" for trying.

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HEADLINERS TO SET FAST PACE AT FIRST FMA REGIONAL MEETING

The first regional meeting of the FM association to be held in Albany, Monday, April 14, will go with a bang if the list of prominent speakers is any indication. Reading like a "Who's Who" in FM, it follows:

10 A.M. - Address of Welcome; Response, "Aims and Objectives of FMA", Roy Hofheinz, President
 Remarks by Leonard H. Marks, General Counsel, FMA.
 "Development and Future of FM", Major E. H. Armstrong, Inventor of FM
 "FM and Faximile" (With Fax Demonstration), John V. L. Hogan, Inventor of Faximile
 "A Newspaper Radio Editor Looks at FM", Jack Gould, Radio Editor, The New York Times
 "The Network Looks at FM", Major network executive

12:30 P.M.-Luncheon; Speaker to be announced

2:00 P.M.-"The FM Set Picture", H. C. Bonfig, Vice-President, Zenith Radio Corp.
 "Why We Are Not Selling AM Sets", Leading Set Retailer
 "The FM Transmitter Picture", W. R. David, Sales Manager, Broadcast Equipment Sales, G.E.
 "Programming FM Based on AM Experience", Elliott Sanger, Vice-President and General Manager, WQXR-WQXQ, New York
 Round Table Discussion by successful FM broadcasters.
 "Promoting FM", Bill Bailey, Executive Director, FMA

Added Features: Live broadcast reception of Symphony Orchestra and soloists from WGFM, Schenectady; Premier of new GE color film "Naturally It's FM"

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SIR HARRY GREER, BRITISH TELEVISION PIONEER, DIES

Sir Harry Greer, former Chairman of Baird Television, Ltd., who made television history in 1934, when he was televised making his speech to the annual meeting of shareholders from a distance of seven miles, died at his home in London last week. He age was 71.

In what was then a novel demonstration, says the New York Times, Sir Harry, on March 20, 1934, addressed shareholders of Baird Television, Ltd., by means of ultra-short wave television. He delivered this television address from the Baird studio at the base of the south tower of the Crystal Palace and was both seen and heard by an audience assembled in an office at Wardour Street in London, seven miles away.

The demonstration illustrated the substantial progress in broadcast television in the previous year, largely due to the adoption of ultra-short wave lengths for transmission and the use of the cathode ray oscillograph at the receiving station. Up to then the cathode ray was considered most suitable for the transmission of film subjects, but the new experiment, in which living figures were televised, showed there was no need for restriction to film material.

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 ::: SCISSORS AND PASTE :::
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Just As Predicted
 ("Washington Post")

A "prediction of things to come" came true for Drew Pearson, Post columnist, in Municipal Court in Washington, D. C. last week.

He appeared as a juror in a civil suit involving a collision between a Capital Transit Co. bus and a motor car. Attorney Richard W. Galihier, representing Capital Transit, arose. "I have a prediction of things to come", he said. "I predict Drew Pearson will be elected foreman of this jury."

Pearson was. The jury found for the defendant, the transit company, in the near record time of four minutes.

The columnist, who has served as a petit juror at various times has approximately 16 more days to serve.

(Editor's Note: Variety's Network Program Costs estimate for 1947 recently listed Drew Pearson as receiving \$4,500 per broadcast)

Billy Rose and the Singing Commercials
 ("PM")

"I've got it coming. You see I invented the singing commercials!

"There! I've said it and I'm glad. I know it puts me in the same class with the fiends who dreamed up billboards and tight shoes. But telling it is like taking a 40-pound rock off my heart. For years I've been walking around with this secret, mingling with people who are kind to small animals and bathe every day. It got so I was afraid to talk in my sleep. Now I've come clean and I'm prepared to take my medicine. * * * *

"Late one night I was chewing the fat and a couple of blintzes with two poets named Ernest Breuer and Marty Bloom. * * *

"Fellows', I whispered. 'I've got an idea for a song.'

"Two hours and six cups of coffee later, we dotted the last 'i' on our masterpieces. It went like this:

"Does the spearmint lose its flavor on the bedpost overnight?

If you paste it on the left side will you find it on the right?

When you chew it in the morning will it be too hard to bite?

Does the spearmint lose its flavor on the bedpost overnight?'

"It was published by Waterson, Berlin and Snyder, and the crystal radio sets of that era small-poxed the air with it.

"I tried to get a little money from the chewing gum company, talked big about the possibilities of singing their advertising. A tone-deaf executive drop-kicked me into the alley without so much as a pack of gum for my trouble * * *

(Continued at bottom of page 16)

Mexicans Clamor To Pay To See Bullfight Telecast
("Radio Age")

The first successful telecast of a bull-fight, staged by RCA in Mexico City as a feature of the First Inter-American Broadcast Congress, created an interest in the new art which already has spread far "south of the border". * * *

The bull-fights were televised at the Plaza Mexico, new 60,000 seat arena in the Mexican capital, and the program was transmitted by microwave radio relay to the Hotel del Prado, six miles away, where 7,500 spectators viewed the event.* * *

To carry out the Mexican assignment, RCA not only shipped eight carloads of equipment to that country but found it necessary to send a hurry call to Camden for a special television relay link. An engineer loaded the 700 pounds of apparatus on a passenger plane and accompanied it to Mexico City. * * *

So clear and sharp were the pictures that spectators around the battery of receivers could see the gleam of the matador's sword and the braid on his jacket.

None of the usual sound effects of a great sports event were absent. Paco Malgesto, ace bullfight announcer of Radio Mil, narrated the "blood and sand" epic from his position just behind the television camera where he could fit his description to match the scene as he saw it through the camera view finder. And out of the loudspeakers of the receivers came the trumpet calls, the traditional music at the death of the bulls and the surging roars of the stadium spectators. Enthusiastically reported Meade Brunet, Managing Director of RCA International Division, "We felt as though we were right down there in the bullring with our feet in the sand."

The Mexico City episode proved the box-office potentialities of television. Delegates to the Broadcast Congress clamored to pay their pesos for tickets that would admit them to the space set aside in the lobby of the hotel for the bank of television receivers. At one time, the pressure of the crowds become so great that police were called to empty the viewing space so that the overflow crowds could be accommodated. Proceeds from the sale of these tickets went to the education fund of the Mexican government.

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Claghorns Silence Claghorn
("Drew Pearson")

Kenny Delmar, radio's famous Senator Claghorn, became tongue-tied when he appeared before a group of Senators at a birthday party for Senator George of Georgia. Finally Senator Robertson of Wyoming, no Claghorn, advised, "Don't stand there with your mouth hanging open, son - say something." . . . Maybe Delmar was simply amazed to see all the Claghorn models in the room.

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Claude Mahoney, WTOP-CBS commentator in Washington, told of receiving a letter from a lady in Alexandria telling about her little boy helping himself to a package of chewing gum in a 5 and 10. Repremining him, she said: "You should never reach up and take a thing like that." The little boy replied indignantly: "The man on the radio says 'Reach for such and such chocolate bars' so I didn't do wrong in reaching."

Which commented Mahoney, is something else for script writers to think about.

Philip F. Whitten, 53 years old, advertising executive, died Saturday of a heart attack on a plane flight from Charlotte, N.C. to New York City. Mr. Whitten was General Sales Manager of The Tobacco Network of New York and an executive of the Mutual and American Broadcasting Companies and the Columbia System.

The Aviation Corp. stockholders Tuesday approved changing the name of the company to Avco Manufacturing Corp. and elected five new directors at the annual meeting.

The announcement said the change in the name of the corporation, of which The Crosley Radio Corporation is a subsidiary, resulted from a broad shift in character of its operations with more than three-fourths of its assets and fields other than aviation.

Bendix Aviation Corp. reported consolidated net income for the fiscal year ended September 30, 1946, after providing for special income items, was \$785,914, equal to 37 cents a common share, compared with \$15,498,253 or \$7.31 a share in the preceding fiscal period.

William L. Shirer, a Columbia Broadcasting commentator for 10 years, said this week the network was dropping him from a Sunday afternoon program because "they must not like my views".

He said no explanation had been given either by the network or his sponsor, the J. B. Williams Co., soap manufacturers. He said he would challenge both to debate the matter on his last program next Sunday.

When seconds count and a production man is stuck, WOR's Transcription Library can fill the breach with 24,000 records - enough to play continuously, 24 hours a day, for 135 days!

Major Edwin Armstrong, inventor of FM, who carries the dignified professional role of Professor of Electricity at Columbia University, has a cheery way of ending his telephone conversations with "Okey Doke".

The annual report of the Columbia Broadcasting System, Inc., distributed last week to stockholders shows a consolidated net income from operations in 1946 equal to \$3.37 per share, compared with \$2.51 per share in 1945. This increase is accounted for by improved results of Columbia Recording Corporation, the company's record manufacturing subsidiary, whose net income increased from \$196,899 in 1945 to \$1,880,222 in 1946. Total net income of the company for 1946 amounted to \$5,795,896, as compared with \$5,345,641 for the 1945 period. This latter figure includes an extraordinary gain of \$1,037,014 from the disposal during 1945 of radio station WBT.

 Since the Rt. Rev. Fulton J. Sheen went on NBC's "Catholic Hour" program in January, he has been receiving an average of 2,000 letters a day from listeners. He will continue to be heard on the program each Sunday afternoon until April 6.

 Kenneth B. Shaffer, formerly Renewal Sales Field representative for the RCA Tube Department in Cincinnati, has been transferred to the Harrison, N.J. headquarters where he will supervise the sale of parts to tube and parts distributors.

 Rep. Sol Bloom (D), of New York, celebrated the eve of his 77th birthday with Bill Herson on NBC's "Coffee With Congress". During the informal conversation, Bloom steered clear of politics, touched on his personal life, offered to send to listeners copies of George Washington's 110 Rules of Civility. Within two days, he was receiving mail by the sackful.

Results: On the first two days alone, he received 5,000 requests for Washington's rules. He hired a full-time secretary to handle the still-increasing mail. He has run out of copies, is having 50,000 more printed.

 Sitting in one of the galleries of the House of Commons in London, wearing headphones, members of the Russian delegation visiting Britain, heard a running commentary given by three interpreters. They heard Sir Waldron Smithers, Conservative, ask whether the reason for subsidizing the British Broadcasting Corporation was that the Government, like the Russian Government, wanted to spread "its poisonous doctrines at the taxpayers' expense".

There were immediate cries of protest. A Laborite asked the Speaker if it were not out of order for a member to make such a statement while representatives of the Soviet Government were in the House. The Speaker said that it was certainly in bad taste. Later Sir Waldron said that he had not known that Russians were present.

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Continuation of "Billy Rose and the Singing Commercials" from p. 13

"The time bomb I had lit exploded in 1939 with the 'Pepsi-Cola' jingle-jangle jingle. I understand a couple of people-haters named Kent and Johnson are authoring most of the singing commercials you hear these days.

"With a contrite heart, may I remind them of what Frankie said to Johnny,

"Money you get that way will do you no good."

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